

Regional Profile: ASIA

TOTAL ALL ASIAN ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	7,554	6,316	5,689	5,003	5,802	6,198	6,152	-1,403
% Change	9%	-16%	-10%	-12%	16%	7%	-1%	-19%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts (at U.S. destinations)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change ²
Travel Agency	52%	53%	-1 pt.
Personal Computer	34%	32%	2 pts.
Tour Company	17%	17%	-1 pt.
Friends/Relatives	16%	15%	0 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	50%	52%	-2 pts.
Business/Professional	24%	23%	1 pt.
Visit Friends/Relatives (VFR)	15%	16%	0 pts.
Convention/Conference	6%	6%	0 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	64%	66%	-3 pts.
Visit Friends/Relatives (VFR)	27%	26%	1 pt.
Business/Professional	26%	25%	1 pt.
Convention/Conference	9%	9%	1 pt.
NET PURPOSES OF TRIP:			
Business & Convention	32%	31%	1 pt.
Leisure & VFR	77%	78%	-1 pt.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Taxi/Cab/Limousine	47%	48%	-1 pt.
City Subway/Tram/Bus	27%	26%	1 pt.
Airlines in U.S.	25%	27%	-2 pts.
Company or Private Auto	25%	24%	1 pt.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change ²
Shopping	90%	91%	-1 pt.
Dining in Restaurants	82%	81%	1 pt.
Sightseeing in Cities	46%	44%	2 pts.
Water Sports/Sunbathing	28%	27%	1 pt.
Visit Small Towns	25%	23%	2 pts.
Amusement/Theme Parks	22%	24%	-2 pts.
Visit Historical Places	20%	20%	0 pts.
Guided Tours	18%	20%	-2 pts.
Touring Countryside	15%	15%	0 pts.
Visit National Parks	15%	14%	1 pt.

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Advance Trip Decision Time (mean days)	53	53	0 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	30%	31%	-2 pts.
First International Trip to the U.S.	29%	27%	2 pts.
Length of Stay in U.S. (mean nights)	14.4	14.7	0 nights
Length of Stay in U.S. (median nights)	5.0	5.0	0 nights
Number of States Visited (% 1 state)	75%	74%	1 pt.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	87%	88%	-1 pt.
Average # of Nights in Hotel/Motel	6.7	6.4	0 nights
Travel Party Size (mean # of persons)	1.7	1.7	0 persons
Gender: % Male	61%	63%	-2 pts.
Household Income (mean average)	\$80,700	\$81,800	-\$1,100
Household Income (median average)	\$68,100	\$68,100	\$0
Average Age: Female	36	36	0 years
Average Age: Male	41	42	-1 year

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
REGIONS				
MAINLAND U.S. (net)	57.8%	355,571	56.0%	347,093
PACIFIC ISLANDS	43.5%	267,601	45.3%	280,773
PACIFIC	31.2%	1,919	30.5%	1,876
MIDDLE ATLANTIC	16.6%	1,021	18.5%	1,138
MOUNTAIN	10.0%	615	11.4%	701
SOUTH ATLANTIC	9.6%	591	9.9%	609
EAST NORTH CENTRAL	8.5%	523	8.0%	492
WEST SOUTH CENTRAL	4.5%	277	3.6%	221
NEW ENGLAND	4.3%	265	3.1%	191
STATES / TERRITORIES				
California	29.1%	1,790	28.3%	1,741
Hawaiian Islands	25.8%	1,587	28.6%	1,759
Guam	17.6%	1,083	17.2%	1,058
New York	13.8%	849	15.8%	972
Nevada	7.4%	455	9.0%	554
Illinois	4.6%	283	4.8%	295
Texas	4.2%	258	3.1%	191
Massachusetts	3.6%	221	**	**
Washington	2.6%	160	3.1%	191
New Jersey	**	**	4.1%	252
Florida	**	**	2.7%	166
CITIES				
Honolulu/Oahu	22.2%	1,366	23.6%	1,452
Los Angeles	16.6%	1,021	15.3%	941
New York City	13.0%	800	14.5%	892
San Francisco	10.8%	664	11.1%	683
Las Vegas	7.1%	437	8.6%	529
Chicago	4.5%	277	4.7%	289
Washington, D.C.	4.1%	252	4.3%	265
San Jose	3.8%	234	3.0%	185
Boston	3.4%	209	**	**
Seattle	**	**	2.9%	178

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Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a few of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:

<http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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